
Drinkaware Annual Report

For the year ended 31st December 2014



Contents

Drinkaware Impact Report 2014	4
Drinkaware Financial Statements 2014:	
Legal and Administrative Information	18
Report of the Trustees	19
Independent Auditors Report to the Members	24
Statement of Financial Activities	26
Balance Sheet	27
Notes to the Financial Statements	28
Appendix: Drinkaware Donors 2014	34

Message from the Chair

As Drinkaware's Chair of Trustees I am proud to present our Impact Report and Financial Statements for 2014.

During the year we further consolidated Drinkaware's position as the pre-eminent consumer resource for the facts about alcohol. More than 8 million visitors came to our website in 2014, 43% more than in 2013, and this was accompanied by the launch of our new app which is already being used by more than 100,000 people.

Other highlights of the year included Drinkaware's partnership with the Nottingham Local Alcohol Action Area to begin to implement lessons from our ground-breaking 'Drunken Nights Out' research and the launch of a new campaign to inform parents about the risks of drinking under-age. As testimony to our commitment to evidence-based decision making and project design the Board of Trustees in 2014 approved the investment of 12% of Drinkaware's total income in evidence gathering, impact assessment and robust evaluation. In that context we took particular pleasure during the year from the publication of Drinkaware's first academic paper and from its presence at the Public Health England Conference.

2014 was also a seminal year in terms of our governance. We completed the reconstitution of the Drinkaware Board with the result that the Board is now composed entirely of members appointed on the basis of their own personal experience and expertise and, with strong support from government, we successfully concluded our funding discussions with industry for 2015 and beyond. Overall, while we face many challenges ahead, we are confident of Drinkaware's ability to play a strong, independent role in helping to reduce alcohol harms through our work in improving education and awareness.

I thank my fellow Trustees and the members of our independent Medical Advisory Panel, chaired by Professor Paul Wallace; our funders and partners, and, most importantly, Drinkaware's highly skilled and dedicated staff for their very significant contributions to the charity in 2014. With them I look forward to building upon Drinkaware's excellent work in the years ahead.

Sir Leigh Lewis, KCB
Chair

Message from the Chief Executive

My second year as Chief Executive of Drinkaware has been exciting and a year of change. With my new management team, we have held discussions with the Board and our corporate partners about our future direction, developed new partnerships with policing and public health and begun work towards more robust evaluation of our social marketing campaigns and behaviour-change interventions. Most importantly, I have met with many of our corporate partners and seen first-hand the commitment across the alcohol industry and our partners to work together to reduce harm from alcohol.

Drinkaware is a charitable organisation which aims to get people to think differently about alcohol. Our entire focus is on getting people to understand the harm it can do to our health, our families and those around us, and in so doing, help reduce alcohol-related harm.

We do this against a backdrop of shifting social attitudes about alcohol, and falling per capita consumption of alcohol and continued positive trends in under-age drinking, whilst to be celebrated, are not a cause for complacency. Alcohol remains the third highest preventable cause of ill-health in Europe and is the leading cause of morbidity and mortality in working-age adults. Some 9 million UK adults drink above the lower-risk unit guidelines, and deaths from liver cirrhosis, an important indicator of population levels of alcohol-related harm, increased in England and Wales by a factor of five between 1950 and 2002, in contrast to reductions in most other European countries.

It is not surprising that there is a growing consumer interest in the potential risks associated with excessive alcohol consumption and in finding out more.

2014 was a strong year for Drinkaware. Drinkaware's 2014 campaign to tackle under-age drinking focused on the pivotal role of parents and sought to inform parents about the risks to children and young people associated with alcohol. Amongst parents who saw the campaign, 1 in 10 claimed to have had a conversation with their children about alcohol as a result and the proportion of parents who referred to Drinkaware's website for information increased. We are grateful for the support of the Royal College of Paediatrics and Child Health and of charity Family Lives, for the campaign.

Drinkaware's 2014 pilot campaign to reduce the harm of drunken nights out highlighted the impact of alcohol-fuelled sexual harassment as part of a wider consumer message, 'If you wouldn't sober, you shouldn't drunk'. The campaign was supported by charities Hollaback and Victim Support and was developed in partnership with the Nottinghamshire Crime & Drugs Partnership and Nottinghamshire Police. Initial evaluation indicates that the campaign prompted a reassessment of drunken behaviours amongst the under-25 target audience. The campaign will be extended regionally in 2015.

However, as an organisation, we still have much to learn, in particular about how appropriate behaviour change theories can inform our work, and in applying return-on-investment criteria to the social marketing programmes we deliver. The skills and capabilities of our new team bode well for 2015, when we will launch a new performance framework and set ambitious goals for our three programmes of work. I extend my thanks to my team, to everyone who has helped make this year a success and to our corporate partners and funders.

Elaine Hindal
Chief Executive, Drinkaware

Impact Report

Drinkaware is the leading UK source of information and advice about alcohol and the risks associated with excessive drinking. Established in 2008, the Drinkaware website attracted an average of 23,000 unique visitors per day in 2014, a total of 8.3 million unique visitors in the course of the year.

A key objective for 2014 was to increase consumer access to facts about alcohol and to support consumers to moderate their drinking with practical tools.

Achievement against this objective is evidenced in Drinkaware's growing reach through its website. There were 43% more visitors to the Drinkaware website in 2014 than in the prior year, and almost four times as many than in 2010.

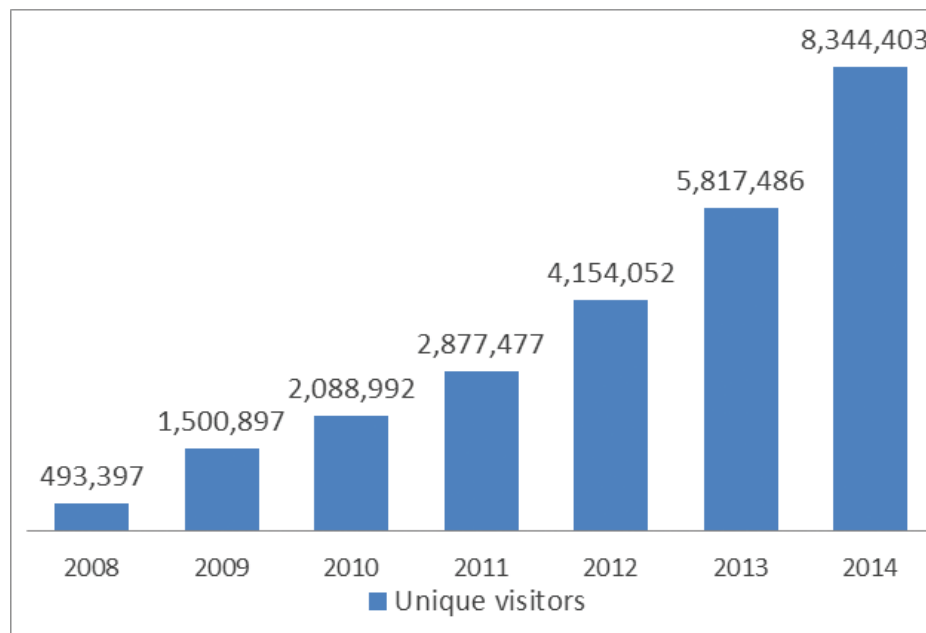


Table 1: Drinkaware website unique visitors, 2008-2014
Source: Google Analytics

Drinkaware achieved Information Standard certification in 2014, demonstrating its commitment to provide clear, accurate, impartial and up-to-date information. Drinkaware offers a number of online tools to inform people about the risks associated with drinking, which are very widely used.

In 2014:

- The Drinkaware Unit Calculator was completed 1.1 million times (more than four times more than in 2013), educating people about the units and calories in their drinks and the associated health risks.
- The Drinkaware web-based alcohol self-assessment questionnaire was completed 340,000 times (17% more than in 2013). This questionnaire is designed to help people understand whether their drinking may be putting their health at risk. This tool is based on the well evidenced AUDIT-C questionnaire, a short version of the AUDIT test used by health professionals to assess levels of harmful, hazardous or dependent drinking among clients and/or patients.

- 21,000 people signed up to use the online healthy lifestyle tool, MyDrinkaware, with half of them using the tool three or more times, bringing the total number of MyDrinkaware current users to more than 330,000.

"It [the Drinkaware website] really is full of great and helpful information for people having problems with alcohol abuse or addiction" Drinkaware.co.uk visitor

"I input my drinks and track my units/calories on a daily basis. It's very helpful and informative. It's simple enough to use consistently" MyDrinkaware user

"I have been using [the] dashboard. Very helpful. Been keeping me on track" MyDrinkaware user

In 2014 Drinkaware's work focussed on three programmes of work designed to address specific areas of alcohol-related harm. These three programmes are underpinned by a strong commitment to evaluation and research, and to working in partnership with others to amplify Drinkaware's messages and to extend the reach of its campaigns.

Programme 1: Tackling underage drinking

This programme aims to help children and young people avoid the harms associated with underage drinking and to educate them about the potential risks. Given that the role of parents in children's future alcohol use is well-established, Drinkaware 2014 campaigns focussed on parents, encouraging well-informed conversations about alcohol between them and their children.

A key objective in 2014 was to delay the age at which a child has a first drink through (a) persuading parents of their influence as role models and (b) testing in-schools education.

In 2014, Drinkaware ran two social marketing campaigns to help tackle underage drinking.

'Talk' Campaign

In June 2014, Drinkaware continued its 'Talk' campaign to remind parents of the significant influence they have on children's attitudes to alcohol and future alcohol use. The campaign reinforced the importance of regular conversations with children about the risks associated with drinking under-age. The campaign comprised an online film, social media, website articles, media coverage and supermarket posters directing parents to the information and advice available on the Drinkaware website.



The campaign generated 6.4 million impressions on social media, more than 372,000 completed views of the film and more than 6,000 engagements on Facebook. There was good engagement on the Drinkaware website and good media coverage, with 83,000 page views of parent content and 188 media articles, more than 17 of these in national news outlets.

The campaign was supported by Drinkaware's industry and public health stakeholders:

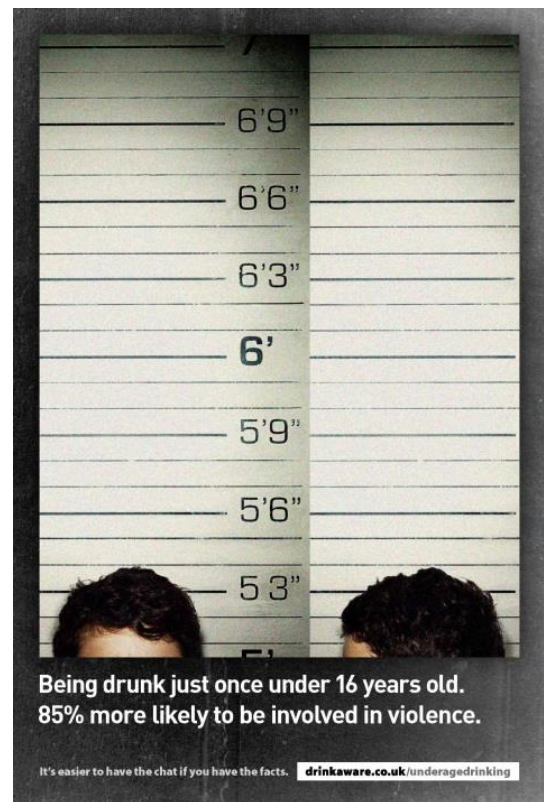
- 600 Asda stores displayed campaign posters on Community Notice Boards.
- 800 campaign leaflets were distributed by the Tower Hamlets Community Alcohol Partnership.
- 18 organisations lent support to the campaign via their social media channels.

In a survey of parents who had visited the parents' pages on the Drinkaware website, 74% said they were likely to speak to their child about the risks of alcohol following their visit to our site.

'Risks' Campaign

Like the 'Talk' campaign, 'Risks' focussed on the pivotal role of parents in influencing future alcohol use by children. The campaign aimed to prompt parents of children aged 10 – 13 years to have conversations about alcohol with their children and to inform them about the risks associated with under-age drinking. The campaign ran in Scotland, Wales, and the north, west and south-west of England, areas selected based on alcohol-related hospital admissions amongst young people under 18.

The campaign comprised posters, advertising in GP surgeries and health centres, radio, online information and social media. The campaign directed consumers to web information approved by both Drinkaware's Medical Advisory Panel and a Consultant Paediatrician, as well as to video resources and guides. Two webinars were conducted in conjunction with the Royal College of Paediatrics and Child Health and the charity Family Lives. The campaign was recognised by 667,000 parents, 31% of our intended audience (rising to 41% in Scotland).



It prompted more than a quarter of a million visits to the Drinkaware website pages and 199,000 engagements with social content including likes, shares and re-tweets. Unique visits from the campaign regions to Drinkaware website pages with specific information about under-age drinking increased 27-fold during the campaign period; this compared to a five-fold increase in unique visitors to the same pages in regions that were not running the campaign.

In an evaluation survey, most respondents agreed that the campaign message was important (85%), and clearly communicated (83%). Many (68%) agreed that the advertising 'made me realise it is important to talk to my children about drinking alcohol'.

The campaign had a direct impact on many parents. Of those who recalled seeing the campaign:

- 80,000 parents were much more likely to consider sexual activity as one of the main risks associated with under-age drinking, and 60,000 more parents considered it unsafe for children to drink any alcohol
- 46,600 more parents had a conversation about alcohol with their child
- Amongst parents who had not yet had a discussion with their child / children about alcohol:
 - 29,300 more parents intended to have conversations with their child about alcohol in the future
 - 10,200 more parents said they would use the Drinkaware website for advice to help with discussing alcohol with their child

Professor Mitch Blair, Officer for Health Promotion at the Royal College of Paediatrics and Child Health said:

"We know that if you drink heavily when you are young, you are more at risk of alcohol related problems later on in life, such as alcohol poisoning, liver disease, cancer, stroke and heart disease.

Drinking alcohol underage can also lead to risky behaviours, such as unplanned pregnancies and alcohol dependency [...].

The evidence is clear that drinking heavily at a young age can lead to a host of problems, but if something as simple as speaking to your child early can make them think again, then the Drinkaware campaign is a step in the right direction."

Programme 2: Equipping people to moderate their drinking

This programme aims to reduce long-term alcohol-related health harm amongst adults through a programme of interventions aimed at equipping specific segments of the UK population who drink over the Government guidelines, to moderate their alcohol intake.

The Drinkaware app

In August 2014, Drinkaware launched its free mobile app allowing users to track their drinking, calculate units and calories and set goals to cut down. With over half (55%) of visits to the Drinkaware website now coming from mobile and tablet, the app is an important tool to support people across all digital platforms.



The app has:

- an extensive listing of alcohol brands with information on units and calories in different serving sizes, making it easy for the user to correctly record their alcohol consumption
- regular, personalised feedback on drinking patterns
- the ability to set goals and rewards when they are achieved
- a Pinpoint service that engages people at times and locations where they know they will need extra support to moderate their drinking
- visual aids to see how drinking has changed over time
- functionality to share progress with friends and family via social media

There were 54,000 downloads and 422,000 user sessions in the period August to December 2014.

An independent evaluation to explore users' motivations, patterns of app usage and changes in self-reported drinking behaviours will be published in 2015.

Preliminary findings are given below.

Preliminary analysis shows that the Drinkaware app has potential to have a significant impact on drinking behaviours amongst groups whose drinking is putting their health at risk.

Who is using the app?

The app is used by people of all ages; there are more female than male users (56% vs. 43%) with most (54%) classified as 'low risk'. Based on self-reported drinking behaviour, however, 29% of app users were drinking at 'increasing risk' levels, and 17% at 'high risk' levels at the start of their app use. In the general population, 19% of men and 14% of women are 'increasing risk' drinkers, and 5% of men and 4% of women are 'high risk' drinkers

Motivations for using the Drinkaware app

Female app users most frequently cite losing weight as their motivation for downloading the Drinkaware app (28%), whilst men more often state they are 'just curious' (26%).

For individuals classified as 'low risk', being 'just curious' is the most common reason cited for downloading the app (in 28% of cases), but weight loss is also cited by 24% of this group.

42% of individuals classified as 'high risk' however, cite 'reduce drinking' as their motivation for downloading the app.

Goal-setting

The Drinkaware app allows users to set one of three goals – a 'no drink day', 'drink within guidelines' and 'drink one drink less'.

Users who set goals tend to be older than users who do not set goals, and most frequently, users set goals around the number of 'no drink days'.

Women are twice as likely to try any of the goals available in the app and are two-thirds more likely than men to set a goal consistently over time. Gender differences in meeting goals was apparent only for 'No Drink Day', where men were approximately 20% more likely to be successful in achieving this goal than women.

Does the app have an impact on drinking behaviours?

After using the app for 4 weeks:

- Users who are motivated to be healthier, lose weight and reduce drinking report drinking on average 2 -3 fewer units of alcohol per week than users who do not provide information or are 'just curious'.
- Users who use the 'weak spot' feature (at least once) report drinking, on average, 7.5 fewer units per week of alcohol compared to users who do not use this feature. The use of goal setting (setting any goals or setting goals consistently) does not appear to be related to a reduction in drinking.

After using the app consistently over 12 weeks:

- The average number of units of alcohol consumed and number of binge sessions per week decreases over time.
- Whilst the number of 'no drink' days initially increases after using the Drinkaware app for just one week, after 12 weeks, users appear to revert to previous drinking frequency or even report having fewer 'no drink' days than previously.
- These patterns are the same for both men and women.
- User motivation to reduce drinking is associated with drinking less at follow-up (approximately 12 units fewer per week) compared to other motivations.

The findings will be analysed in further detail by independent evaluators ahead of peer-reviewed journal publication in 2015 and Drinkaware will use the insights and recommendations to inform future developments and improvements of the App.

"This app a really helpful tool in keeping my units down and I just want to thank everyone who helped get it up and running" App user

'What's In Your Glass?'

Drinkaware's 'What's In Your Glass?' kit helps to moderate drinking behaviour by helping consumers understand the unit and calorie content of drinks and to track their alcohol consumption. The kit was developed and piloted in partnership with Berkshire Public Health and the Berkshire Local Pharmaceutical Committee in 2013/14.

In 2014, a redesigned new kit (which is available online) includes:

- a half-pint sized alcohol unit measure cup
- a calculator wheel which provides unit and calorie content in the most popular drinks
- an information leaflet with tips and advice including signposting to Drinkaware's App and online self-assessment tool
- a link to an online survey to gather feedback from users.



The pilot initiative gained support from local Berkshire MPs

Theresa May, MP for Maidenhead commented:

"It is important that people have the information they need to make sensible decisions about their alcohol intake, and particularly the health impacts of excessive drinking. I welcome these efforts to raise awareness of this issue and to promote healthy living, and I hope that we will see further progress in Berkshire in the coming years."

Dr Phillip Lee, MP for Bracknell commented:

"In my view, alcohol is the drug doing the most damage to society. I was pleased to learn of the success of Drinkaware's pilot alcohol education programme which has been implemented across Berkshire, including in Bracknell. Any initiative which encourages responsible drinking gets my full support."

Programme 3: Reducing the harm of Drunken Nights Out

This programme aims to reduce the harms and costs associated with drunken nights out for both participants, and for key stakeholders such as the police, the NHS and the general public.

The programme is based on Drinkaware's strategic review, *Drunken Nights Out: Motivations, norms and rituals in the night-time economy* published in 2014. The review provided new insights into the motivations behind intentional drunkenness and the appeal and risks of drunken nights out to a segment of young adults aged 18-24 in Britain, and recommended possible social marketing strategies to address binge drinking and public drunkenness among this audience.

From this, the issue of alcohol-fuelled sexual harassment was identified as an unwelcome but unavoidable aspect of a 'drunken night out'. In consumer research, messages to challenge this behaviour were found to resonate strongly with the 18 – 24 year old audience and to have significant potential to trigger reappraisal of excessive drinking amongst this age group.

A key objective for 2014 was to reduce incidences of alcohol-related anti-social behaviour in one local area.

When, early in 2014, the Home Office announced a list of twenty areas in England and Wales designated as Local Alcohol Action Areas (LAAAs), Drinkaware selected the Nottinghamshire LAAA in which to develop a pilot consumer communications programme. The pilot was subject to evaluation with a view to regional expansion in 2015.

Pilot campaign activity comprised the introduction of 'Club Hosts' in three nightclub venues in Nottingham and Mansfield, and an advertising campaign across Nottinghamshire in cinema, social media and in late-night venues.

Drinkaware Club Hosts

Drinkaware Club Hosts were trained to identify vulnerable customers and to address alcohol-related sexual harassment before this escalated into more serious harm.

A process evaluation generated valuable initial learning. Drinkaware Club Hosts had a positive impact in the venues and were able to help address a range of harmful behaviours including alcohol-related sexual harassment, petty crime, and violence.

The findings from the process evaluation will inform the 2015 Club Host protocol, and the intervention will be repeated in 2015 when it will be evaluated for evidence of impact on alcohol-related harms.

If You Wouldn't Sober, You Shouldn't Drunk

An advertising campaign ran concurrently to Club Hosts and drew attention to inappropriate drunken behaviour; the message, 'You wouldn't sober, you shouldn't drunk' reinforced that being drunk is no excuse for inappropriate behaviour.

The campaign was seen by 45,000 people in Nottinghamshire, 70% of our intended audience of young adults aged 18 – 25 years.

The campaign prompted an additional 7,650 18-24 year olds to talk about alcohol-related sexual harassment. After the campaign, 40% of respondents said they had talked to a friend about the issue of sexual harassment in clubs and bars in the last month (rising from 28% of survey respondents before the campaign).

An additional 4,500 18-24 year olds in Nottingham changed their views on alcohol as an excuse for sexual harassment on a night out. There was a significant increase, from 28% to 38% of our audience, in the proportion of respondents who agreed that alcohol is no excuse to grab or touch someone in a bar without consent.

"It made me angry because it makes you realise how ridiculous drunk behaviour is"

"Glad that these issues are being addressed and people should know that it is wrong"

"It's wonderful to see a campaign promoting awareness when drinking"

Christine Oliver, Director of the Nottingham Crime & Drug Partnership, said:

"I'm really proud that Nottingham and Nottinghamshire were selected to work with Drinkaware on this innovative project. It shows the strength of the partnership working forged through our status as a Local Alcohol Action Area, and will hopefully add to the feeling of safety in the city centre."



Research to inform our work

Review of the effects of alcohol on the adolescent brain

In July 2014 a systematic evidence review of the impact of alcohol on brain development in adolescence, commissioned by Drinkaware, was published in the journal *NeuroImage: Clinical*. The review was conducted by Prof Sarah W. Feldstein Ewing from the University of New Mexico and Prof Sarah-Jayne Blackmore and Ashok Sakhardande from University College London, and was overseen by Drinkaware's Independent Medical Advisory Panel.

The researchers reviewed existing research on how consuming alcohol affects the developing human brain in young people who drink. This included both MRI (Magnetic Resonance Imaging) and fMRI (functional Magnetic Resonance Imaging) studies, which visually map brain function.

The evidence review found that alcohol consumption during adolescence was associated with significant differences in structure and function in the developing human brain. However, due to the nature and quality of studies in this area, results should be interpreted with caution and the researchers recommended the need for further research.

Trial of schools-based alcohol education in Key Stages 2 and 3

Drinkaware developed the Intuition life skills education programme targeting young people aged 9-14. Alcohol is the main theme of the programme, but its focus is wider and includes, for example, attitudes and behaviour, the influence of peers, communication skills and assertive behaviour. The main aim of the programme is to delay the age of first alcoholic drink.

Intuition uses a 'life skills approach' to help pupils learn and practice some important skills such as communication, working as a team and decision making. It is inspired and informed by Unplugged, a European intervention strategy for young people aged 12-14, aimed at delaying alcohol, tobacco and drug initiation.

Following a feasibility study, the effectiveness of the Intuition programme was examined through two cluster-randomised trials: one trial of the programme for 10-11 year olds in primary schools, and another for 12-13 year olds in secondary schools. The trials were carried out by the National Foundation for Educational Research (NFER), funded and overseen by Alcohol Research UK using a grant provided by Drinkaware.

Schools were randomly allocated to receive the Intuition intervention or to a 'business-as-usual' control. The trials compared any change over time between the groups by carrying out a self-report questionnaire survey of students at two time points across two school years: before the intervention was implemented (June-September 2013) and after (June-July 2014).

Uptake of the programme was less than planned; only 15 of the 40 primary schools and 5 of the 28 secondary schools chosen to take part were known to have delivered at least some of the lessons. The process evaluation highlighted perceived impacts of Intuition on pupils, including: increased knowledge and awareness of alcohol; development of strategies and skills to cope with potential social and emotional situations; and a change in projected future drinking.

The qualitative data suggested that teachers were positive about the programme content and teaching approaches but adapted the programme to take account of the time available and the needs/context of the school.

Given the small number of participating schools, the evaluation found no evidence to demonstrate impact on the primary outcome measures, which were resistance skills (confidence to manage peer pressure) in 10 and 11 year-olds and the proportion of pupils aged 12-13 that were drinking frequently. There was no statistically significant impact found on the secondary outcome measures, although primary school pupils in the intervention group had slightly better knowledge about alcohol and its effects than those in the control group.

Based on the evaluation findings it is clear that the programme format is problematic and was a hindrance to schools' participation. Drinkaware is now considering how aspects of the programme may be repurposed in 2015/16.

Testing the effectiveness of alternative communications messages

The Drinkaware website is an established source of information on alcohol for consumers. To understand how web visitors react to different messages about alcohol, Drinkaware, in partnership with the Department of Health and Public Health England's Behaviour Insight Team, conducted a communications test on the site in 2014. The objective was to establish whether randomly-allocated messages about the long-term health impacts of alcohol were more or less effective in driving consumer behaviour on the website, than messages about lifestyle and the impact of alcohol on personal appearance.

Data was analysed for 104,000 web users over a two-month test period.

Preliminary results suggest a small yet significantly greater use of Drinkaware online self-assessment after consumers were shown 'lifestyle and appearance' messages, than after being shown messages about alcohol-related health harm. Interestingly, this difference is entirely driven by women's preferences for the 'lifestyle and appearance' message: whilst men displayed no significantly different responses to both messaging options, women were 15% more likely to use the Drinkaware self-assessment tool after seeing the 'lifestyle and appearance' message than after seeing the health message.

The full evaluation will be published in 2015 and will inform Drinkaware's future campaigns; it is hoped that this research may prompt further research into the effects of message framing on behavioural outcomes.

2015 and beyond

Drinkaware's primary objectives for 2015 are to:

1. Continue to increase access to facts about alcohol, for consumers, parents and professionals
2. Support people to moderate their drinking with practical tools that are robustly evaluated
3. Extend the 'Drunken Nights Out' programme beyond the Nottinghamshire pilot area into at least one further region.

Our finances

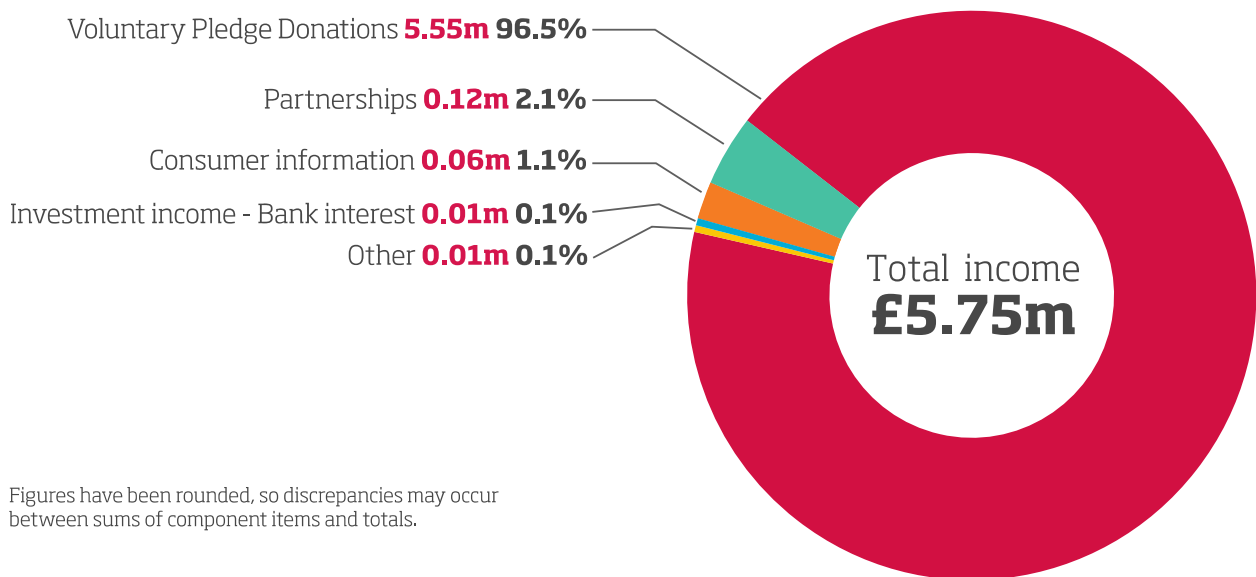
61 funders
in 2014



£5.55 million
of voluntary donations
from drinks industry & major
UK supermarkets

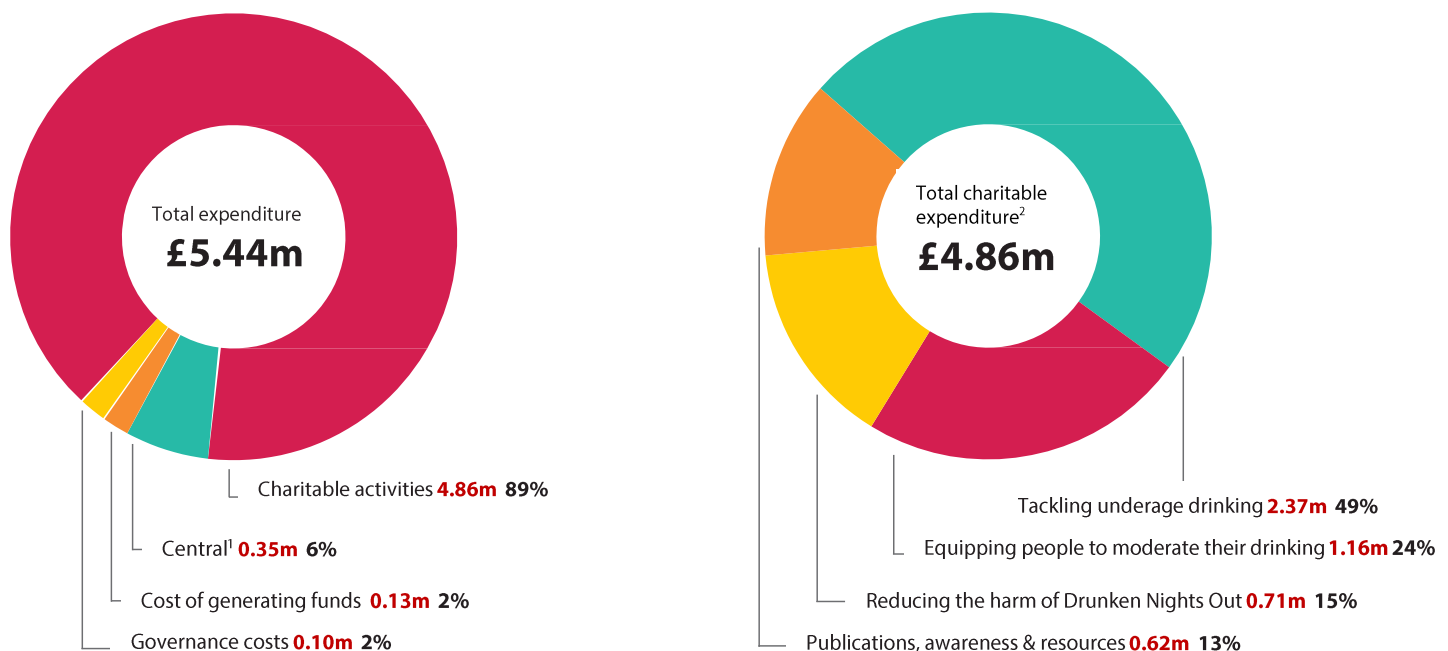


Where our income came from in 2014



Figures have been rounded, so discrepancies may occur between sums of component items and totals.

How we spent it



Legal and Administrative Information

Directors

Derek Lewis (Chairman) (Resigned 04 February 2014)
Sir Leigh Lewis (Chairman) (Appointed 04 February 2014)
Alex Hunter
Benet Slay (Resigned 04 February 2014)
Carolyn Bradley (Resigned 04 February 2014)
Dr. Catherine Brogan
Dr. Michael Wilks (Resigned 04 February 2014)
Helen Humphreys
Nick Grant (Treasurer) (Resigned 04 February 2014)
Penny Newman OBE (Appointed 04 February 2014)
Ted Tuppen CBE (Treasurer)
Timothy Walker (Appointed 04 February 2014)
Vicki Nobles (Appointed 04 February 2014)

Chief Executive

Elaine Hindal

Company Secretary

Vishal Goswami

Registered Office

3rd floor, Salisbury House, London Wall, London EC2M 5QQ

Auditors

Kingston Smith LLP Chartered Accountants, Devonshire House, 60 Goswell Road, London, EC1M 7AD

Bankers

CAF Bank Ltd, 25 Kings Hill Avenue, Kings Hill, West Malling, Kent, ME19 4TA

Report of the Trustees

For the year ended 31st December 2014

Purpose

The Drinkaware Trust is a charitable organisation which aims to get people to think differently about alcohol. Our entire focus is on getting people to understand the harm it can do to our health, our families and those around us.

Our **vision** is of a society where alcohol is enjoyed responsibly, where its potential for harm is reduced and where consumers are supported in practical ways to make informed decisions about their drinking.

Our **mission**

We contribute to achieving this vision in three ways, by

- providing objective, independent, comprehensive and evidence-based information about alcohol
- raising awareness and changing attitudes to responsible drinking
- through practical tools and support, acting as a catalyst for behavioural and social change.

Our **values**

We are committed to understanding consumer behaviour and to the importance of individual responsibility

We are evidence-led in everything we do – we evaluate what we've done and learn in order to improve

We focus on where we have most impact

We value transparency and publish our research evidence, strategies, plans and impact assessment

We work collaboratively with partners across government, industry, health and other public bodies

We are proactive, with a passion for making a difference.

Report of the Trustees

For the year ended 31st December 2014 (continued)

Overview

The Drinkaware Trust (Drinkaware) is a charitable company limited by guarantee, incorporated on 27 September 2002 (company number 4547974) and registered with the Charity Commission on 13 November 2001 (charity registration number 1094586 in England and Wales, SC043163 in Scotland). The guarantee of each member is limited to £1. The governing document of the charity is the Memorandum and Articles of Association.

A Memorandum of Understanding (MoU) signed in 2006 between The Portman Group (representing the alcohol industry) the Department of Health, the Home Office, Scottish Executive, Welsh Assembly Government and Northern Ireland Office established The Drinkaware Trust as “an independent UK-wide, public-facing body, with the objective of positively changing public behaviour and the national drinking culture to help reduce alcohol misuse and minimise alcohol-related harm”.

In December 2009, an Addendum was added which modified the 2006 MoU, which was signed by Drinkaware and the Secretary of State for Health, and endorsed by 50 companies. It confirmed support for the continued operation of Drinkaware and set out a formula for the voluntary donations of individual companies.

Drinkaware made significant changes to its governance structure in 2014 with the appointment of three new trustees and of Sir Leigh Lewis, former Permanent Secretary at the Department for Work and Pensions, as its Chair.

Drinkaware’s governance rules require that all of the Board’s trustees are appointed solely on the basis of their personal competence and expertise with no more than two trustees coming from an industry or alcohol-related policy background in either case.

Board meetings take place at least five times a year and are attended by an observer from the Department of Health.

A Register of Interests is maintained and declarations of interest are made and recorded at each Board meeting. On a regular basis, the Board has considered the major risks to which the charity is exposed and has established systems and procedures to ensure that mitigating actions are in place.

The Board delegates oversight of financial and HR matters to the Finance & HR Committee, chaired by Ted Tuppen, and of campaigns, research and evaluation to the Research Committee, chaired by Timothy Walker. The terms of reference for both Committees were reviewed and updated in 2014.

Trustees are unpaid but may receive reasonable out-of-pocket expenses. Details of payments made during the year are set out in Note 5.

Report of the Trustees

For the year ended 31st December 2014 (continued)

Trustee induction and appraisal

The charity has a formal procedure for inducting Trustees and provides key reference documents to ensure that trustees are fully versed on past history, current strategy and activities and their responsibilities. Training is provided at the request of Trustees and in 2014 included conference attendance and training on the legal duties of trustees. Trustees (including the Chair) conduct a self-appraisal on an annual basis.

Drinkaware Medical Advisory Panel

Drinkaware's independent Chief Medical Adviser is Professor Paul Wallace, Clinical Director of the NIHR Primary Care Network, emeritus Professor of Primary Care and a retired General Practitioner. Professor Wallace attends Drinkaware Board meetings in an observer capacity.

In 2014, Professor Wallace appointed **Dr Lisa McNally** to the independent Medical Advisory Panel. Dr McNally is a Consultant in Public Health and a Chartered Psychologist. Dr McNally specialises in health behaviour change, working with the World Health Organisation (WHO), the National Institute for Health & Care Excellence (NICE) and the UK Government, amongst others; she has authored a range of publications and book chapters in the area of health behaviour and has developed national guidelines for both commissioners and practitioners.

Other members of the independent Medical Advisory Panel are:

Professor Jonathan Chick – Consultant Psychiatrist, Honorary Professor, Health Sciences, Queen Margaret University Edinburgh and Honorary Clinical Research Fellow, Department of Psychiatry, University of Edinburgh.

Professor Graham Ogden – Professor of Oral Surgery at the University of Dundee and Honorary Consultant Oral Surgeon Tayside University Hospitals NHS Trust.

Professor Chris Day – Pro-Vice Chancellor and Professor of Liver Medicine, Faculty of Medical Sciences, Newcastle University, Fellow of the Academy of Medical Sciences and Senior National Institute for Health Research Investigator.

Dr Sarah Jarvis - GP, Fellow of the Royal College of General Practitioners, clinical consultant to Patient.co.uk, and published author and broadcaster.

Organisation, management and staffing

The Chief Executive Officer (CEO) has responsibility for planning and executing the strategies and programmes for Drinkaware within clear parameters set by the Board. The CEO is responsible for ensuring that the staff team is recruited and supported to provide the skills and expertise needed for a successful organisation and that the values of the charity are upheld.

Report of the Trustees

For the year ended 31st December 2014 (continued)

Review of finances and policies

Financial position

The statement of financial activities for the year is set out on page 26 of the Annual Report. The net surplus for the year was £313,036. (2013: £76,979 deficit).

Funding

Drinkaware received £5.5m in voluntary donations from UK alcohol producers and retailers in 2014. In addition, Drinkaware raised £0.2m from alcohol awareness publications, bank interest and further donations.

Income received from corporate donors supported the planning and delivery of Drinkaware's social marketing campaigns, as well as Drinkaware's digital, media, research and stakeholder engagement activities. In addition, Drinkaware received gifts in kind (not valued in 2014) where corporate donors were able to promote Drinkaware's brand logo and direct consumers to the Drinkaware app.

Reserves policy

Drinkaware has a policy that reserves should be maintained at £500,000 to ensure that Drinkaware's core activities could continue during a period of unforeseen difficulties. Reserves at the end of 2014 were £952,616.

Internal control

Drinkaware's system of internal financial control provides for regular financial information which is reported upon to the Finance and HR Committee. Administrative procedures include the segregation of duties and an approved scheme of delegation and accountability approved by the Board of Trustees. In particular, it includes:

- an annual budgeting process with an annual budget which is reviewed and approved by the Board
- regular reviews by the Board of periodic financial reports which indicate variances to budget and prior year
- setting targets to measure financial performance; and
- formal purchasing and receipts procedures.

Risk management

Drinkaware's risk management process is designed to identify, evaluate and monitor risks that may affect the achievement of the organisations strategic, operational, reputational and financial objectives. Risks and associated mitigating actions and controls are recorded in the Drinkaware Risk Register which is reviewed formally by management every quarter and half-yearly by Trustees.

Report of the Trustees

For the year ended 31st December 2014 (continued)

Statement of Trustees' responsibilities

The Trustees are responsible for preparing the Trustees Report and Financial Statements in accordance with applicable law and UK Accounting Standards (UK generally accepted accounting practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and the application of resources of the charitable company for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and apply them consistently;
- observe the methods and principles of the charities SORP;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keep adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Statement of disclosure of information to auditors

So far as the Trustees are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the company's auditors are unaware, and each Trustee has taken all the steps that s/he ought to have taken as a Trustee in order to make herself / himself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

For and on behalf of the Board



Sir Leigh Lewis KCB
Chair of Trustees
Date: 02 June 2015

Independent Auditors' Report

We have audited the financial statements of The Drinkaware Trust for the year ended 31 December 2014 which comprise the Statement of Financial Activities, the Summary Income and Expenditure Account, the Balance Sheet and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company and charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditor

As explained more fully in the Trustees' Responsibilities Statement [set out on page 23] the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements. In addition we read all the financial and non-financial information in the annual report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2014 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Independent Auditors' Report (continued)

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report and from preparing a Strategic Report.



Nicholas Brooks (Senior Statutory Auditor)
for and on behalf of Kingston Smith LLP, Statutory Auditor

Date: 02 June 2015

Devonshire House
60 Goswell Road
London
EC1M 7AD

Statement of Financial Activities

(incorporating an Income and Expenditure Account)

For the year ended 31st December 2014

	Note	Total 2014 £	Total 2013 £
Incoming Resources			
<i>Incoming resources from generated funds:</i>			
Voluntary income - donations	2	5,550,001	5,095,028
Investment income - bank interest	3	6,722	15,549
<i>Incoming resources from charitable activities:</i>			
Consumer information	2	63,526	51,262
Other incoming resources	2	128,486	7,501
Total Incoming Resources		<u>5,748,735</u>	<u>5,169,340</u>
Resources Expended			
<i>Cost of generating funds</i>		129,936	22,994
<i>Charitable activities:</i>			
Consumer information		5,206,061	4,967,438
Governance costs		99,702	255,887
Total Resources Expended	4	<u>5,435,699</u>	<u>5,246,319</u>
Net (outgoing)/incoming resources for the year		<u>313,036</u>	<u>(76,979)</u>
Fund balances brought forward at 1st January 2014	13	<u>639,580</u>	<u>716,559</u>
Fund balance carried forward at 31st December 2014	13	<u><u>952,616</u></u>	<u><u>639,580</u></u>

All of the above results are derived from continuing activities. There were no recognised gains and losses other than the outgoing resources for the year.

The accompanying notes form part of these financial statements.

Balance Sheet as at 31st December 2014

	Note	2014 £	2013 £
Fixed Assets			
Intangible assets	7	-	-
Tangible assets	8	<u>128,416</u>	<u>292,307</u>
		<u>128,416</u>	<u>292,307</u>
Current Assets			
Stock		13,301	157,497
Debtors	9	511,760	83,880
Cash at bank and in hand		<u>1,681,915</u>	<u>1,604,719</u>
		2,206,976	1,846,096
Creditors: Amounts falling due within one year	10	<u>(1,382,777)</u>	<u>(1,498,823)</u>
Net Current Assets		<u>824,199</u>	<u>347,273</u>
Net Assets		<u><u>952,616</u></u>	<u><u>639,580</u></u>
Funds			
Unrestricted funds	13	<u><u>952,616</u></u>	<u><u>639,580</u></u>

These accounts have been prepared in accordance with the special provisions of Part 16 of the Companies Act 2006 relating to small companies and in accordance with the Financial Reporting Standard for Smaller Entities (FRSSE), (effective April 2008).

The financial statements were approved and authorised for issue by the Board of Trustees on 28 April 2015 and signed on their behalf by:



.....
Sir Leigh Lewis KCB
Chair of Trustees

Date: 02 June 2015

COMPANY NUMBER: 4547974

Notes to the Financial Statements

For the year ended 31st December 2014

1 Accounting Policies

1.1 Basis of accounting

The financial statements have been prepared under the historical cost convention. The financial statements have been prepared in accordance with the Statement of Recommended Practice (SORP), "Accounting and Reporting by Charities" published in March 2005 and the Companies Act 2006. A summary of the principal accounting policies, which have been applied consistently, are set out below.

1.2 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

1.3 Incoming resources

All income is accounted for as soon as Drinkaware has entitlement to the income and there is certainty of receipt and the amount is measured with sufficient reliability.

No amounts are included in the financial statements for services donated by volunteers.

Grants are recognised in the Statement of Financial Activities in the year of receipt. Grants relating to capital expenditure are recognised as income in the year of receipt and are specifically shown separately as a restricted fund.

1.3 Deferred income

Where income for expenditure in a future accounting period is received in advance, it is recognised as deferred income. The amounts shown in the balance sheet in respect of deferred income represent the amounts deferred to future accounting periods.

1.5 Resources expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with use of the resources.

Direct costs, including directly attributable salaries, are allocated on an actual basis to the key strategic areas of activity. Overheads and other salaries are allocated between expenses headings on the basis of time spent.

Governance costs include the cost of governance arrangements which relate to the general running of the charity. These activities provide the governance infrastructure which allows the charity to operate and to generate the information required for public accountability. They include the strategic planning processes that contribute to the future development of the charity.

Grants payable are recognised in the year when the offer is made, providing that any related conditions within the control of the Trustees have been fulfilled. Grants offered subject to conditions which remain within the control of the Trustees and have not been met at the yearend are noted as a commitment, but not accrued as an expense.

Costs of generating funds include an allocation of staff and overhead costs apportioned to this activity.

Support costs are apportioned as a percentage of management time spent on these activities.

Direct staff costs are posted to the activity to which they relate, overhead staff costs are allocated on the basis of management time spent on these activities.

1.6 Irrecoverable VAT

Irrecoverable VAT is charged against the category of resources expended for which it is incurred.

Notes to the Financial Statements

For the year ended 31st December 2014 (continued)

1 Accounting Policies (continued)

1.7 Recognition of liabilities

Liabilities are recognised when an obligation arises to transfer economic benefits as a result of past transactions or events.

1.8 Tangible fixed assets and depreciation

Tangible fixed assets are capitalised and included at cost including any incidental expenses of acquisition.

Depreciation is provided on all tangible fixed assets at rates calculated to write off the cost on a straight line basis over their expected useful economic lives as follows:

Fixtures, furniture and fittings	Over the term of the lease
Leasehold depreciation	Over the term of the lease
Website	3 years straight line
Mobile Application	1 years straight line

1.9 Intangible fixed assets

The website domain costs and bespoke tools are stated at cost less amortisation and impairment. Amortisation is provided at rates calculated to write off the cost of those assets, less their estimated residual value, over their expected useful lives on the following basis:

Website domain and healthy living tool	3 years straight line
--	-----------------------

1.10 Pensions Policy

Drinkaware operates a defined contribution pensions policy in compliance with the stakeholder pension requirements. Drinkaware matches the percentage that the employee contributes up to a maximum of 5%. Contributions payable are charged to the profit and loss account in the year they are payable.

No further liabilities are accrued to the Trust other than these contributions.

1.11 Cash Flow Statement

The financial statements do not include a cash flow statement because the charity, as a small reporting entity, is exempt from the requirement to prepare such as statement under Financial Reporting Standard 1 "Cash flow statements".

1.12 Operating Leases

Rentals arising under operating leases are charged to the statement of financial activities in the year they fall due.

1.13 Stock

Stocks are stated at the lower of cost and net realisable value. Net realisable value is assessed not only in relation to 'selling' price but also with reference to the value in distribution to the beneficiaries in order to further the objects of the charity. Stock is expensed in the reporting period in which it is distributed.

Stock comprises of informational booklets and materials which aid people in managing their alcohol intake.

Notes to the Financial Statements

For the year ended 31st December 2014 (continued)

2 Incoming resources				2014	2013
				£	£
Voluntary Income					
Donations				5,550,001	5,095,028
Incoming resources from charitable activities					
Consumer information				63,526	51,262
Sundry receipts				128,486	7,501
				<u>5,742,013</u>	<u>5,153,791</u>
Total received					
3 Investment Income				2014	2013
				£	£
Bank interest received				6,722	15,549
				<u>6,722</u>	<u>15,549</u>
4 Resources Expended	Staff Costs	Support Costs	Other Direct Costs	Total 2014	Total 2013
	£	£	£	£	£
Cost of generating funds	91,754	38,182	-	129,936	22,994
Charitable activities					
Consumer information	830,831	345,726	4,029,504	5,206,061	4,967,438
Governance costs	47,600	19,807	32,295	99,702	255,887
	<u>970,185</u>	<u>403,715</u>	<u>4,061,799</u>	<u>5,435,699</u>	<u>5,246,319</u>
Total resources expended					
Analysis of support costs	Cost of Generating Funds	Consumer Information	Governance	Total 2014	Total 2013
	£	£	£	£	£
Unrestricted funds:					
Premises	18,660	168,960	9,680	197,300	117,712
Depreciation	2,495	22,592	1,294	26,381	23,173
Communications and IT	3,217	29,128	1,669	34,014	46,392
Postage and printing	433	3,917	224	4,574	3,388
Travel costs	1,887	17,087	979	19,953	13,028
Employee related costs	11,490	104,042	5,961	121,493	201,862
	<u>38,182</u>	<u>345,726</u>	<u>19,807</u>	<u>403,715</u>	<u>405,555</u>
Total support costs					

Notes to the Financial Statements

For the year ended 31st December 2014 (continued)

4 Resources Expended (continued)

Analysis of governance costs	Total 2014 £	Total 2013 £
Auditors' remuneration	10,770	10,204
Auditors' remuneration - non audit services	538	5,122
Other direct costs	16,863	59,025
Legal and professional fees*	4,124	103,601
Support costs	19,807	25,483
Staff costs	47,600	52,452
	<u>99,702</u>	<u>255,887</u>
Total support costs		

* The Professional fees of £97k were recognised in 2013 Accounts in relation to an Independent Audit of Drinkaware.

5 Trustees' Remuneration

The trustees neither received nor waived any emoluments during the year (2013 - £Nil).

Expenses of £2,438 (2013 - £5,127) were reimbursed to three (2013: four) trustees during the year.

6 Staff Costs

	2014 £	2013 £
Wages and salaries	817,838	739,982
Social security costs	73,047	57,375
Pension costs	79,300	37,432
	<u>970,185</u>	<u>834,789</u>

The average number of employees during the year was 18 (2013: 16).

The number of employees with annual remuneration in excess of £60,000 was as follows:

	2014	2013
£60,000 to £69,999	1	1
£100,000 to £109,999	-	1
£120,000 to £129,999	1	-
	<u>2</u>	<u>2</u>

The pension contribution attributable to higher paid employees is £18,618 (2013: £3,718)

7 Intangible Fixed Assets

	Drinkaware.co.uk £	Healthy Living Tool £	Total £
Cost or Valuation			
At 1st January 2014 and 31st December 2014	<u>224,545</u>	<u>50,432</u>	<u>274,977</u>
Depreciation			
At 1st January 2014 and 31st December 2014	<u>224,545</u>	<u>50,432</u>	<u>274,977</u>
Net Book Value			
At 1st January 2014 and 31st December 2014	<u>-</u>	<u>-</u>	<u>-</u>

Notes to the Financial Statements

For the year ended 31st December 2014 (continued)

8	Tangible Fixed Assets	Website and Mobile Application	Fixtures, Furniture and Equipment	Leasehold Improvements	Total
		£	£	£	£
	Cost or Valuation				
	At 1st January 2014	384,148	69,976	84,242	538,365
	Additions	147,327	5,818	-	153,144
	At 31st December 2014	531,475	75,793	84,242	691,509
	Depreciation				
	At 1st January 2014	120,548	59,525	65,986	246,059
	Charge for year	290,872	7,907	18,255	317,034
	At 31st December 2014	411,420	67,432	84,241	563,093
	Net Book Value				
	At 31st December 2014	120,055	8,361	-	128,416
	At 31st December 2013	263,600	10,451	18,256	292,307
9	Debtors: Due within one year			2014	2013
				£	£
	Trade debtors			447,758	6,442
	Other debtors			45,971	6,797
	Prepayments and accrued income			18,031	30,832
				511,760	44,071
	Debtors: Due after more than one year			2014	2013
				£	£
	Other debtors			-	39,809
				-	39,809
10	Creditors: Amounts falling due within one year			Group 2014	Group 2013
				£	£
	Trade creditors			1,185,049	647,772
	Other creditors			18,865	2,262
	Accrued pension costs			12,225	3,436
	Taxation and social security			23,736	17,208
	Accruals			142,902	828,145
				1,382,777	1,498,823

Notes to the Financial Statements

For the year ended 31st December 2014 (continued)

11 Taxation

Drinkaware is a registered charity and as such is entitled to certain tax exemptions on income and profits from investments and surpluses on any trading activities carried on in furtherance of the charity's primary objectives, if these profits and surpluses are applied solely for charitable purposes.

Drinkaware is not registered for VAT and all their expenditure is recorded inclusive of any VAT incurred.

12 Annual Commitments under Operating Leases

	2014 £	2013 £
Land & buildings		
Within one year*	11,807	-
In the second to fifth year inclusive	-	81,312
Office equipment		
Within one year	2,208	2,208

*Post Balance Sheet event - Drinkaware moved their offices on 9 February 2015 to Salisbury House, London Wall.

13 Statement of Funds	At 1st January 2014 £	Income £	Expenditure £	Transfers/ Gains £	At 31st December 2014 £
Unrestricted funds	639,580	5,748,735	(5,435,699)	-	952,616
Total funds	639,580	5,748,735	(5,435,699)	-	952,616

14 Analysis of Net Assets between Funds

	Unrestricted Funds £	Total Funds £
Fund balances at 31st December 2014 are represented by:		
Tangible fixed assets	128,416	128,416
Net Current Assets	824,199	824,199
Total net assets	952,616	952,616

15 Related Party Transactions

There were no related party transactions during the year.

Appendix

Drinkaware 2014 Donors

Drinkaware would like to thank our donors for their support and commitment in 2014.

- | | |
|-------------------------------------|---|
| 1 AB-InBev UK Ltd | 32 JD Wetherspoon PLC |
| 2 Accolade Wines Ltd | 33 JW Lees & Co (Brewers) Ltd |
| 3 Admiral Taverns Ltd | 34 Kingsland Wines and Spirits |
| 4 Aldi Stores UK | 35 Majestic Wine Warehouses Ltd |
| 5 Asda Stores Ltd | 36 Marks & Spencer PLC |
| 6 Aston Manor Brewery Company Ltd | 37 Mitchells and Butlers PLC |
| 7 Bacardi Brown-Forman Brands | 38 Moet Hennessy UK Ltd |
| 8 Bargain Booze Ltd | 39 Molson Coors Brewing Company UK Ltd |
| 9 Beam Global Distribution (UK) Ltd | 40 Morrison Bowmore Distillers Ltd |
| 10 Booker Ltd | 41 Pernod Ricard UK Ltd |
| 11 Burn Stewart Distillers Ltd | 42 Punch Taverns PLC |
| 12 C&C Group Ltd | 43 Remy Cointreau |
| 13 Carlsberg UK Ltd | 44 SAB Miller PLC and Miller Brands |
| 14 Cellar Trends Ltd | 45 Sainsbury's Supermarkets Ltd |
| 15 Charles Wells Pub Company Ltd | 46 Shepherd Neame Ltd |
| 16 Concha y Toro UK Ltd | 47 Spar (UK) Ltd |
| 17 Daniel Thwaites Brewery plc | 48 St Austell Brewery Company Ltd |
| 18 Diageo Great Britain Ltd | 49 T&R Theakston Ltd |
| 19 E & J Gallo Winery Europe | 50 Tesco PLC |
| 20 Enotria Winecellars Ltd | 51 The Co-operative Group Ltd |
| 21 Enterprise Inns PLC | 52 The Edrington Group Ltd/Maxxium UK Ltd |
| 22 Everards Brewery Ltd | 53 The Racecourse Association |
| 23 Frederic Robinson Ltd | 54 The SHS Group Drinks Division |
| 24 Fuller Smith & Turner PLC | 55 Treasury Wine Estates UK Brands Ltd |
| 25 G&J Greenall Ltd | 56 Wadworth Co Ltd |
| 26 Halewood International Ltd | 57 Waitrose Ltd |
| 27 Hall & Woodhouse Ltd | 58 Whyte and Mackay Ltd |
| 28 Harvey & Son (Lewes) Ltd | 59 William Grant & Sons (formerly First Drinks) |
| 29 Hatch Mansfield Cellars Ltd | 60 WM Morrisons Supermarkets PLC |
| 30 Heineken UK Ltd | 61 Young & Co's Brewery PLC |
| 31 Inver House Distillers Ltd | |

drinkaware

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The Drinkaware Trust

Registered in England and Wales No. 4547974 A
company limited by guarantee

Registered Charity Nos. 1094586 and SC043163